

## **Weekly Organics/Biweekly Garbage Cost Savings Pilot**

### **Background**

- Contract savings would be appx **\$6M/year with citywide implementation**, but would represent only small discount (< 10%) on the average solid waste bill.
- Citywide implementation would also **reduce neighborhood and environmental impacts from collection trucks by 20%** and potentially increase recycling and composting diversion by approximately 1400 tons.
- **Customers are divided** on the potential change in recent surveys, with approximately half open to the concept and half opposed.
- The Council requested this pilot project to help the City better understand opportunities and implications.

### **Pilot Objectives**

- Measure potential customer **subscription changes** to allow SPU to set appropriate Citywide rates if pursued.
- Understand **customer and community barriers and concerns** and opportunities to mitigate impacts.
- Test customer outreach, data systems and operational elements.
- Estimate potential for diversion and waste prevention impacts.
- Other cities have adopted this program but Seattle-specific information is critical.

### **Pilot Design**

- Field implementation **July 1 to Dec 31, 2012.**
- Up to 800 customers targeted, split among 4 areas, selected to reflect demographics of the City.
- Target **customers will have real bill and can size choices (based on the new temporary rates)**
- Participants will receive a **\$100 stipend check** at the beginning of pilot to cover any costs and inconvenience. (Citywide implementation, if any, will likely not include a stipend.)
- All participants continue to get weekly organics.
- Race and Social Justice Equity is part of our design, route selection, outreach, and evaluation. (We have used the RSJ filter to support that work.)

### **Neighborhood selection**

- Selection based on 2 demographically average neighborhoods and two with higher percentage of people of color.
- Mandatory for customers within target area.
- Finalized by early May

## Outreach & Evaluation

<b>May</b>	<b>Customer letter</b> , comprehensive customer guide, stipend reply card. Special phone number and web pages will be available for participants. Outreach via <b>targeted community groups</b> , neighborhood news, SPU and consultant staff
<b>June</b>	Public meetings reminder cards sent <b>Public meetings held in each neighborhood</b> Can/Bill change reminders sent <b>Carts tagged</b> with reminders Reminder calls via <b>out dialer</b>
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<b>July</b>	<b>Tags for wrong set-outs. Extras allowed.</b> Second set of public meetings held in late July in each neighborhood
<b>Aug – Dec</b>	On-going postings and email feedback
<b>Jan 2013</b>	Post-pilot notices and <b>surveys</b>
<b>Feb 2013</b>	Meeting and <b>focus groups</b>
<b>June 2013</b>	<b>Final report</b> to Council